

CAH3165: CREATIVE CHINESE

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Creative Chinese

Subject Code

CAH - Chinese and History

Course Number

3165

Academic Unit

Chinese and History (CAH)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Chinese

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

CTL3165 Chinese for Advertising 廣告中文

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with training in making explicit rhetorical choices for purposes in a series of creative writing tasks. The courses offered will cover areas in fiction, poetry, prose, playwriting, film, advertising copywriting and

new media writing. It also enables students to write, edit and revise in an appropriate style especially for different genres. This will help them to gain knowledge and experience in creative and critical cross-reading,

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)		
1	Apply the knowledge of rhetoric and stylistics in creative writing.			x
2	Apply the knowledge of text analysis in building up their own style of creative writing for different genres.			x
3	Employ a variety of strategies and techniques to improve creative writing.		x	x
4	Demonstrate the ability to write successfully as an art form.		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will engage in formal lectures to gain knowledge about selected topics, case analysis, issues pertaining to contemporary advertising.	1, 2	1 hour / week
2	Tutorials	Students will engage in tutorial activities, such as group discussions, oral presentations, class exercises, and role simulations.	2, 3	2 hours / week
3	Readings	Students will critically engage with books and articles related to course topics.	1, 2, 3, 4	

4	Creative Writing	Students are also required to carry out creative writing on what they have learnt in class to consolidate and deepen their knowledge.	3, 4	
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Oral presentation(s)	1, 2, 3, 4	30	Students will do individual or group presentation on a selected topic.
2	Written Assignments	3, 4	60	2-4 assignments to assess students' ability in creative writing.
3	Class discussions	2, 3	10	Students are required to discover salient features of different genres and provide critical views in class discussions.

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Oral presentation(s) 30%

Criterion

Presentation skills, the ability to analyse and write as an art form.

Excellent (A+, A, A-)

Excellent presentation skills to demonstrate the ability to write as an art form effectively.

Good (B+, B, B-)

Good presentation skills to demonstrate the ability to write as an art form effectively.

Fair (C+, C, C-)

Adequate presentation skills to demonstrate the ability to write Chinese advertising texts effectively.

Marginal (D)

Marginally satisfies the basic requirements of the criterion.

Failure (F)

Fail to meet minimum requirements of the criterion.

Assessment Task

Written Assignments 60%

Criterion

Knowledge of contemporary perspective in the Chinese context, employ strategies and techniques to improve creative writing.

Excellent (A+, A, A-)

Excellent command of knowledge of contemporary perspective in the Chinese context. Excellent linguistic competence to employ strategies and techniques to improve creative writing.

Good (B+, B, B-)

Good command of knowledge of contemporary perspective in the Chinese context. Good linguistic competence to employ strategies and techniques to improve creative writing.

Fair (C+, C, C-)

Adequate command of knowledge of contemporary perspective in the Chinese context. Adequate linguistic competence to employ strategies and techniques to improve creative writing.

Marginal (D)

Marginally satisfies the requirements. contents are broad, details missing or incorrect, loose structure, intentionally copy the ideas from the material without any elaborations, unclearly conclude and present their point of view, poor analysis.

Failure (F)

Fail to meet minimum requirements of the criterion.

Assessment Task

Class discussions 10%

Criterion

The ability on understanding of the typology and nature from the work of a wide range of published writers.

Excellent (A+, A, A-)

Excellent understanding of the typology and nature from the work of a wide range of published writers.

Good (B+, B, B-)

Good understanding of the typology and nature from the work of a wide range of published writers.

Fair (C+, C, C-)

Adequate understanding of the typology and nature from the work of a wide range of published writers.

Marginal (D)

Marginally satisfies the requirements, demonstrate the limited ability to participate to class activities.

Failure (F)

Fail to meet minimum requirements of the criterion.

Part III Other Information

Keyword Syllabus

Chinese creative writing; syntactic and semantic analysis, rhetoric and style; writing techniques: narrative, descriptive, expressive, imaginative and persuasive; Chinese literary essays of different genres: prose, poetry, short story, script, travelogue, reportage, biography, advertising .

Reading List

Compulsory Readings

Title	
1	陳果安 (2002) 《文學寫作教程》 中南大學
2	黃英雄 (2003) 《編劇高手》 台北書林
3	李學勤 等 (1992) 《閱讀文學寫作大全》 中國工人
4	劉逢吉 (1991) 《各類文體寫作技能指要》 廣西民族
5	童慶炳 主編 (1998) 《文學理論教程》 高等教育出版社
6	王璞 (2003) 《散文十二講》 香港三聯
7	廖祥忠 (2006) 《數字媒體創意藝術》 中國廣播電視出版社
8	向新陽 (1992) 《文學語言引論》 武漢大學
9	閻銀夫 等 (1993) 《作文技法大全》 山西教育
10	張春榮 (1999) 《極短篇的理論與創作》 台北爾雅
11	鄭頤壽 主編 (1993) 《文章修改藝術》 安徽教育
12	鄭滋斌 (1999) 《寫作技巧》 香港三聯
13	朱豔英 (1994) 《文章寫作學》 麗文文化事業
14	盧璋鑾 編 (1991) 《香港文學散步》 香港商務印書館
15	龔鵬程 (2003) 《文學散步》 台北台灣學生書局
16	施百俊 (2014) 《故事與劇本寫作：文創、電影、電視、動漫、遊戲》 台北五南圖書
17	周淑屏 編 (2014) 《文學大師的25堂寫作課》 香港突破出版社
18	趙修霈、張書豪 (2013) 《大學生的實用寫作書》 臺灣學生書局
19	鄭建鵬、張小平 (2011) 《廣告創意與文案》 中國傳媒大學出版社
20	Ebook (2004) 《新廣告文案學：創意. 寫作. 表現》 中山大學出版社

Additional Readings

Title	
1	Nil